
MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL TRANSPORTATION PLAN

SOUTHWEST VALLEY FOCUS GROUP RESULTS

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals, and objectives that will guide the development of the Regional Transportation Plan.

The format of the Focus Groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topics areas. The topics included:

- ✕ Demographic and Social Change;
- ✕ The New Economy;
- ✕ Environmental and Resource Issues;
- ✕ Land Use and Urban Development; and
- ✕ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.

The results of the **Southwest Valley Focus Group** are attached. This material has been divided into three parts as follows:



Part I. Key Focus Group Issues: In Part I, the key issues identified at the Southwest Valley Focus Group are listed by topic area. These issues are those voted by the participants to be the top two concerns in each topic area. Due to ties, certain topics may have more than two issues listed.

Part II. Comprehensive Listing of Participant Issues: In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

Part III. Roundtable Discussion Comments: In Part III, the results from a roundtable discussion are listed. These comments were recorded when the focus group attendees broke into two groups and formulated goals in relation to transportation and development.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or rherzog@mag.maricopa.gov.



SOUTHWEST VALLEY FOCUS GROUP RESULTS

PART I. KEY FOCUS GROUP ISSUES

The participants of the Southwest Valley Focus Group were given the opportunity to vote on their top two issues in each of the five topic areas. The two issues receiving the most votes are listed under each topic. Due to ties, certain topics may have more than two issues listed.

DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES

- ✕ Develop neighborhood pathways for neighborhood electric vehicles (e.g. 25 mph road-qualified golf cart-like).
- ✕ Develop financial incentives to reduce traffic or reliance on cars.

THE NEW ECONOMY PRIMARY ISSUES

- ✕ Power plants to support (region).
- ✕ Establish taxing districts to provide incentives to preserve agriculture.

ENVIRONMENT AND RESOURCES PRIMARY ISSUES

- ✕ Power supplies – electricity – gas.
 - ✕ Water quality is very great concern, along with quantity with vast amounts of people coming to the Valley. A need for conservation and protecting the water quality is a must.
 - ✕ Is there a major water plan through 2040?

LAND USE AND URBAN DEVELOPMENT PRIMARY ISSUES

- ✕ Skytran – Electrical generation.
- ✕ Coordinate land planning.
- ✕ Regional task force to plan parks and open space.
- ✕ Incentives for high density and retainage.



PART I. KEY FOCUS GROUP ISSUES (CONTINUED)

TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES

- x Rapid transit between communities and airports will become essential.
- x Skytran.

PART II. COMPREHENSIVE LISTING OF PARTICIPANT ISSUES

The following is a comprehensive listing of the issues that individual participants of the Southwest Valley Focus Group identified as their concerns under each topic.

DEMOGRAPHIC AND SOCIAL CHANGE ISSUES

- x Develop neighborhood pathways to neighborhood electric vehicles (e.g. 25 mph road-qualified golf cart-like)
- x Develop financial incentives to reduce traffic or reliance on cars.
- x Have developers been involved in short term planning? (i.e. Jolere Houg, Area Master Planning, Municipal).
- x Alternative transportation needs to be faster than bus.
- x Limit immigration to workable amounts.
- x Positive change is occurring in Mexico and Central America. We may see a decrease in immigration rates from such countries in 10-20 years.
- x Allow seniors and non-parent households to have only one gas-driven vehicle.
- x Are the demographic projections applicable to all sections of Maricopa County? Will Northeast buildout [be the] same as Southwest?
- x Need to encourage people to use mass transit transportation.
- x People need to be informed of alternative transportation available. One or two advertisements in not enough.
- x Psychological changes to break people of using cars.





DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)

- x Need to counter the expectation that seniors will drive (fossil fueled) vehicles more in future.
- x Concentrate housing near medical/retail services.
- x Suburban “villages” are isolated, totally dependent on autos – as the residents age and cannot drive a major problem since there is no public nor private transportation available. Impossible to provide basic necessities of life.
- x How can we provide transportation within these small “villages” outside the urban area?!

THE NEW ECONOMY ISSUES

- x Attract or develop a few corporate headquarters to be industry/community leaders.
- x Use of Internet to reduce trips.
- x How to attract the corporate headquarters.
- x Power stations [needed].
- x Perhaps transportation and economic development departments need to work together.
- x Reduce the need to travel by “growing” jobs in outlying communities.
- x Establish taxing districts intended to compensate farm interiors for retaining property as agriculture vs. development.

ENVIRONMENT AND RESOURCES ISSUES

- x Reduce fossil fueled neighborhood travel by providing safe routes for neighborhood electric vehicles.
- x How will expansion of population demographics in Maricopa County enhance air quality?
- x Where is the water for this projected growth? Colorado River?
- x What is trade-off between open space preservation and cost of infrastructure to serve less dense populations?
- x Skytran!
- x Electrical generating station [needed].
- x Air quality is a concern. Vehicles need to be cleaned up. Rapid growth = more large truck movement = more pollution = fuel, dust.
- x Make destination the object of transportation planning.



ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)

- x Act as though we understand that water is still primarily a physical resource, only secondarily is it an economic resource.
- x Have a county-wide plan to limit growth, to preserve and protect the natural environment.
- x Stop encroachment on core.
- x Those in charge of city planning must take into consideration that this is a desert and water use should be considered in every project. Long-term water/resource availability, develop guidelines/constraints for all new business to help reduce air pollution.

LAND USE AND URBAN DEVELOPMENT ISSUES

- x Emphasize development of self-sufficient communities.
- x Neighborhood electric vehicles in open space plans along with equestrian and bike paths.
- x Coordinate land planning (analyze land planning).
- x Is transportation used as growth management (shaping) tool?
- x Create incentives for high density planning.
- x Retain agriculture (see New Economy comment – “Establish taxing districts intended to compensate farm interests for retaining property as agriculture vs. development”).
- x Incorporate neighborhood electric vehicles within open space planning in consonance with equestrian, biking, etc.
- x Skytran!
- x Electrical generating stations [needed].
- x Develop a regional task force to plan parks, open spaces (more mountain preserves) in every area.
- x How can mass transit (light rail) be implemented – or can it? Is it too late?
- x Emphasis on development of regional communities ??? self-dependency for housing/employment/recreation. Emphasis on local travel vs. regional travel.



TRANSPORTATION AND TECHNOLOGY ISSUES

- x Future operating constraints on Sky Harbor.
- x Role of other airports – Glendale, Goodyear, etc. Williams Gateway.
- x Does anyone look forward to commuting in Maricopa County in the year 2005/2010/2015?
- x Can we get our way out of this dilemma?
- x How to make best use of existing aviation facilities – freight, Pacific Rim Hub.
- x Has any agency looked at using or developing the present Union Pacific corridor as a West Valley access in the future?
- x Have a Master Plan of public transportation along with a new master plan of freeways and corridors before buildout.
- x Plan a new airport.
- x The past 50 years have subsidized freeways – now it's time to subsidize mass transit (Jon Talton).
- x Transportation in mass will need to be improved in near future due to the large amount of people in the Valley.
- x Rapid rail, etc. between Williams AFB (Williams Gateway – Old); Mesa area, to/through Chandler Airport/city area; to/through Sky Harbor/Phoenix City area; to/through Goodyear Airport/city area; [possibly a spur to Buckeye Airport/city area]; to/through Luke AFB/Glendale Airport/city area; to/through Deer Valley Airport area; to/through Scottsdale Airport/city areas; to/through Falcon Field Airport/Mesa city area; then back to the Williams Gateway Areas to complete the “Big Airport Loop.”
- x Widen I-10 75th Ave to 59th Ave – re-striping all that is necessary.
- x Connect 303 to I-10.
- x Construct route connecting I-10 at 59th Avenue to I-10 east and south of Phoenix.
- x Develop safe dedicated roads/pathways/dedicated lanes for non-gas powered slow-moving 1-2 person vehicles.
- x Construct interchange at Bullard and I-10 to accommodate regional mall traffic.



PART III. ROUNDTABLE DISCUSSION COMMENTS

The following are goals that were identified by participants in an informal, roundtable discussion held during the Southwest Valley Focus Group, regarding future transportation in the Valley.

GROUP ONE GOALS

- x Develop/propose rapid transportation between cities.
- x Protect/develop cities – reserve land/facilities for reliever airports (constraints on Sky Harbor).
- x Preserve existing railroad corridors for future rapid transit and freight.
- x Mass transit needs to be an important element in the future, with clean motive power and convenient access at both ends of a trip.
- x Support financial incentives/disincentives to encourage mass transit.
- x Political representatives of communities need to support and pursue long-term goals for transportation.
- x Improve air quality through better fuels.
- x Restrict truck travel during peak travel time.
- x Improve/promote clean coal [energy] technology/nuclear technology.
- x Promote regional traffic coordination (i.e. traffic lights).

GROUP TWO GOALS

- x Achieve technologically advanced, environmentally friendly mass transit system (long-term).
- x Achieve comprehensive mass transit system that provides good local and village linkages (short-term, more local).
- x Plan urban villages with variation of densities, and multi-modal transportation solutions – feed by transportation corridors lined by moderate density – peripheral areas. Accommodate low-density development, open space and agriculture.
- x Preserve and utilize existing transportation corridors for future multi-modal use with compatible adjacent land use.



- ✖ Achieve regional and sub-regional coordination and planning to:
 - Establish/preserve multi-modal corridors
 - Locate supportable population densities
 - Preserve prioritized areas
- ✖ Achieve equitable regional or sub-regional revenue sharing to allow cooperative regional land use planning.

